

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, December 17, 2014

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Dee Goodrich, Shawn Kornegay, Connie Neal, Kristin Schwab, and Cara Workman

Staff: Cynthia van Zelm and Kathleen Paterson

Guests: Cindy Chin and Noah Vertefeuille with ATION

1. Call to order

Chair Toni Moran called the meeting to order at 4:15 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from November 19, 2014

Cara Workman moved to approve the minutes from November 19, 2014.

Connie Neal seconded the motion.

The minutes were approved unanimously.

4. Presentation by ATION team

Cindy Chin and Noah Vertefeuille from ATION provided a brief presentation of the final logo design and a review of the survey results. They explained that the team decided it would be best to start from scratch on the tagline; the team will address the tagline as part of their work in the spring semester. Ms. Chin and Mr. Vertefeuille noted that the major focus of the team's work will be on the video, for which a specific tagline will be developed.

The Committee discussed plans to roll out the new logo and the possibility for a new design for the website.

Cynthia van Zelm said that she would like to present the new logo to the Board at their January meeting.

5. Review of Winter Welcome

Kathleen Paterson reported that the 2nd Annual Winter Welcome was well-attended and benefitted from nice weather. She said that she and Ms. van Zelm received many compliments regarding the person portraying Santa Claus and that there were about a dozen people awaiting his arrival outside the

UConn Co-op Bookstore. She noted that the E. O. Smith High School Chamber Singers and the Mansfield Middle School Chamber Choir were very popular and that their performance and community sing-along drew a good crowd. She recommended to the Committee that the event be held earlier in the month in 2015.

After some discussion, the Committee agreed to hold Winter Welcome on the first Saturday of December. They discussed ways to expand the event, to include local artists, to have more lights, and to add more music. **Ms. Paterson created a log of suggestion for future Winter Welcome events.**

6. Discussion of Winter Fun Week

Ms. Paterson briefly reviewed the evolution of the event from an afternoon event to the week-long celebration. She reported that she had sent registration materials to the downtown businesses earlier in the day and had set up a new blog for the event. She explained to the Committee that the UConn Alumni Association may do an event in the downtown during that week. If they choose a date later in the week, then Ms. Paterson would like the Partnership to have a short kick-off event. She asked the Committee for feedback.

The Committee endorsed the idea of a kick-off event, pending the decision on a date by the UConn Alumni Association. They would like to include ice sculptures and possibly music.

7. Discussion of Town Square donor event

Ms. van Zelm updated the Committee on the status of the stage roof, light pylons, and trellises. She said she would like to return to planning the donor event so that it can take place in the spring.

Ms. Goodrich volunteered to lead the planning for the reception for donors. The Committee discussed possible locations and asked Ms. Goodrich to look into a couple of options.

The Committee discussed possible dates for the event. They expressed concerns about the weather and ensuring that construction of the remaining elements was complete. By consensus, the Committee decided to hold the event on Friday, May 1.

8. Discussion of potential summer event

Ms. Paterson recapped the discussion about a possible event in June from a previous meeting. She briefly reviewed some of the events that are in the works for the summer months.

(Ms. Neal and Ms. Schwab left at 5:50 pm)

Ms. Moran asked Ms. Paterson to reach out to the Square Fair subcommittee members to see if they have an interest in working on a one-day summer event. She commented that, if there is not strong interest from the subcommittee and few volunteers available, then she recommends not doing the event.

Ms. Goodrich, Ms. Workman and Shawn Kornegay agreed and noted that the summer calendar is already filling up.

9. Other

Ms. Paterson reported that Ms. van Zelm has been working with Town staff on new ordinances and policies for the Town Square and other public spaces within the downtown. She noted that, when finalized, the ordinances and policies will provide guidelines for groups to hold events on the Town Square. She said she would like to see more groups taking advantage of the space so that the Committee can turn its focus to broader promotion of the downtown, not just hosting events. She added that she has waited to do more outreach to community groups until the ordinances and policies are finalized.

10. Adjourn

Ms. Kornegay moved to adjourn.

Ms. Moran seconded the motion.

The meeting adjourned at 6.15 pm.